

SOLICITATION NUMBER	SOL-306-16-000013/OPPD
ISSUING DATE	January 20, 2016
CLOSING DATE	February 02, 2016
POSITION TITLE	Deputy Development Outreach and Communication Specialist (Advisor)
NUMBER OF POSITIONS	Single
MARKETING VALUE	GS-13 (\$73,115 - \$95,048) In addition, this post has 35% post differential and 35% danger pay
ORGANIZATIONAL LOCATION OF POSITION	USAID/ Afghanistan
DIRECT SUPERVISOR	Senior Development Outreach and Communications Advisor
SUPERVISORY CONTROL	None
PERIOD OF PERFORMANCE	13 months with an option for renewal.
SECURITY ACCESS	Secret level clearance
AREA OF CONSIDERATION	U.S. CITIZENS/U.S. RESIDENT ALIENS ONLY.

**Background:**

USAID/Afghanistan manages one of the most-complex development programs in one of the most-demanding environments in the world. The program, with a multi-billion dollar portfolio, includes a broad range of activities in agriculture, democracy and governance, economic growth, education, government capacity-building, infrastructure, health, and women's empowerment.

**Basic Functions of the Position:**

The Deputy Development Outreach and Communications Specialist (Advisor) (D/DOC) reports directly to the Senior Development Outreach and Communications Officer within the Office of Program and Project Development (OPPD). This position supports how USAID/Afghanistan shares its messages with its various audiences in many ways, including: public information and publicity materials prepared for general audiences and visitors; story placement with local and international television, radio, print and other electronic media; outreach programs and events, to include public-affairs campaigns and weekly local events.

**Major Duties and Responsibilities:**

**Public Information and Publicity Materials:**

The Incumbent supports the USAID/Afghanistan by overseeing the drafting, editing, and dissemination of timely and accurate information, fact sheets, press releases, responses for requests for information, briefing papers, talking points, and other public-information materials relating to USAID/Afghanistan activities. These documents must be written in clear, concise English, prepared for both reporters and general audiences, and designed for print, video, public talks and web use. The incumbent prepares submissions for USAID Frontlines Magazine and other USAID public information platforms including the Administrator's Blog and social-media outlets in Afghanistan and Washington DC.

The incumbent provides guidance on USAID branding and style guidelines, ensuring regulations are properly implemented and recommends revisions and appropriate action; Manages preparation and maintenance of updated standard information packages on USAID programs in Afghanistan for briefings and for distribution to the public and journalists, and for USAID/Washington, Department of State, Congress, and other Agencies. These materials include scene setters, program briefing papers, project status reports, maps, photos, information about other donors, and general information about Afghanistan. The incumbent produces public relations materials for distribution in English, Dari and Pashto, including fact sheets, brochures, newsletters, presentations and other visual displays on USAID's programs and objectives.

The incumbent oversees the maintenance of the Agency's English language web materials website, as well as the materials supplied by USAID/Afghanistan's implementing partners, and develops social media content for the Mission and other USAID public-information platforms, including the Administrator's Blog, Face book and YouTube.

The incumbent distributes fact sheets, reports, and public documents, manages posting of information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners, with a view toward making this an interesting, informative, and user-friendly USAID web site; maintain close contact with USAID Kabul's implementing partners and sub-contractors to guide and supervise their communications and media relations. Furthermore the incumbent oversees research, writing, and editing of USAID situation reports, e.g., briefing papers and cables, based on information from technical offices, implementers, reports, meetings, and other sources and support major USG and congressional visitors by ensuring the preparation of briefing materials and scene setters, coordinating meetings and briefings with partners and handling logistical support for such visits.

**Media Relations and Press:**

The incumbent proactively produces targeted information and media outreach materials for Afghanistan and the United States and coalition partner nations. These activities are designed to provide accurate information about USAID programs for local, regional and national markets in the United States, Afghanistan and elsewhere, through advertisements, billboards, magazines, newspapers, radio, television, public service announcements, and other outlets. The incumbent further coordinates closely with the Government of Afghanistan communications staff, U.S. and international news organizations and represents the Mission in matters pertaining to USAID public affairs.

The incumbent oversees monitoring of Afghan and U.S. news coverage and reports on placement of USAID-related articles in the Afghan and U.S. press to the Embassy, Mission, and Washington; maintains up-to-date knowledge of all USAID/Afghanistan activities and monitors the public events calendar and coordinates with technical offices, State Department Public Affairs (PAS), and USAID/Washington to produce and release accurate, timely, useful and well-written information to local and international news outlets.

The incumbent advises and works with Embassy PAS and USAID/Washington to expand opportunities for coverage of USAID assistance. This responsibility may include arranging briefings, interviews, and tours of USAID projects, escorting journalists, and recording activities.

**Public Events, Activities, and Interaction with USAID Offices and Implementing Partners:**

The incumbent coordinates USAID/Afghanistan's public events, including ceremonies, conferences, openings, and ribbon cuttings. Supervises drafting, editing, and distribution of fact sheets, press releases, and public documents. Manages posting of all information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners. The duties include but not limited to:

Maintains close contact with USAID Kabul's implementing partners and subcontractors to guide their communications and media relations. As such:

- Coordinate information dissemination, journalist outreach, and public events within the Mission, with the Mission's offices, units and technical staff, and with all non-USG organizations.
- Manages public-information and outreach activities in support of USAID/Afghanistan programs and objectives, targeting information to audiences in both the United States and Afghanistan, in accordance with the Mission's public strategy and evolving circumstances.
- Closely collaborate with the Embassy Public Affairs Section, Mission Director, Senior Development Advisors in Regional Platforms, Deputy Mission Directors, Mission Program and Technical Offices and staff. Washington-based offices requiring close contact and coordination include the Office of Afghanistan and Pakistan Affairs (OAPA) and the Bureau for Legislative and Public Affairs (LPA).
- Incumbent works with the full range of public-information and outreach activities in support of USAID/Afghanistan programs and objectives, targeting information to specific audiences in both the United States and Afghanistan, in accordance with the Mission's public strategy and evolving circumstances.

**EVALUATION CRITERIA/SELECTION CRITERIA:**

Applicants will be evaluated and ranked based on the following selection criteria:

- a) Education:** A Bachelor's degree from an accredited college or university in English literature, Journalism, Media and Communication, International Relations, Public Relations or closely related field is required.
- b) Work Experience:** A minimum of five years of progressively responsible experience in journalism or public diplomacy/outreach covering international affairs or international development. The incumbent must have successful experience using social media; organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists.
- c) Communications:** The incumbent must have Level IV (Fluent) speaking/reading of English language. Incumbent must also possess a proven ability to communicate quickly, clearly, and concisely, both orally and in writing, to include technical reports. Proven ability to communicate effectively in cross-cultural settings is needed.
- d) Knowledge:** A thorough knowledge of international affairs, U.S. foreign policy, demonstrated ability to work with U.S. and foreign journalists, proven ability to write messages and shape information and press materials is required. A proven ability to manage promotional campaigns and design marketing materials, experience managing web content, and experience organizing and conducting public events and conferences is required.
- e) Skills and Abilities:** The incumbent must have demonstrated ability to exercise sound, independent, professional judgment; mentor junior DOCs and Locally Employed Staff (LES); and manage an office of public-information professionals. Demonstrated capacity in social media and digital technology (photo and video) required. Strong written and editorial skills are a must. Must be a self-starter and have a strong background in press, radio, television,

public information and web management. Must be able to work in fast-paced and sometimes-difficult or dangerous environment and have strong sense of teamwork and interpersonal skills. The incumbent also must have displayed an ability to work collaboratively and to lead teams successfully. Dependability, emotional stability, patience, persistence and tact are required, as is the ability to work calmly and effectively under pressure. Outstanding written English communications skills, analytical ability, and editorial skills are necessary. Thorough grasp of news style is necessary.

**Candidates meeting the above required qualifications for the position will be evaluated based on information presented in the application and reference checks. USAID reserves the right to conduct interviews with the top ranked short-listed applicants. The interview will be one of the determining factors in the final selection.**

#### **A. TERM OF PERFORMANCE**

The term of the contract will be for thirteen (13) months. Within four weeks after written notice from the Contracting Officer that all clearances have been received or unless another date is specified by the Contracting Officer in writing; the incumbent shall proceed to Washington DC for two weeks of mandatory training of Foreign Affair Counter Threat (FACT) and Afghanistan Familiarization Course (FAM) before proceeding to Kabul to perform the above services which may be extended upon mutual agreement and subject to satisfactory performance and availability of funds. This position has been classified at a U.S. Government GS-13. The actual salary of the successful candidate will be negotiated depending on qualifications and previous salary history and within the salary range under the GS-Scale.

**In addition, the Mission has a 35% Post Differential allowance and 35% Danger Pay. During this period you will be entitled to three Rest and Recuperation (R&R) trips.**

**You will be entitled to 20 days Administrative Leave plus two days of travel time for each break. In excess of the Administrative Leave, you will have to use your Annual Leave or Compensatory time for the breaks.**

Physical Demands and Work Environment: Most Mission employees work a six day work week with Fridays off. The average work week is about 57 hours, with all hours over 40 as over time or comp time. Work in the office is mostly sedentary but travel to program-activity implementation sites outside of Kabul requires U.S. Government Regional Security Officer (RSO) approval, travel in fully armored vehicles and close coordination with the U.S. Embassy and U.S. Consulate security officers, Department of Defense (DoD), and International Security Assistance Force (ISAF) as relevant.

#### **B. GENERAL INFORMATION REGARDING LIVING AND WORKING CONDITIONS IN AFGHANISTAN:**

Life in Kabul, the capital of Afghanistan has somewhat improved since the establishment of the government, and great strides have been made to regularize the availability of services, utilities, and supplies of common consumer items. Living conditions, however, are still difficult but this is an historical opportunity to work closely with a dedicated team to assist the Afghans bring about peace

and stability to their war-torn country. Afghanistan is an unaccompanied post. All staff will be housed on the heavily guarded and fortified Embassy compound.

**C. MEDICAL AND SECURITY CLEARANCE:**

The selected applicants must be able to obtain USG Secret Security Clearance by the Security Office, and a Department of State Class I Medical Clearance.

**D. NOTE REGARDING COUNTER TRAFFICING IN PERSON CODE OF CONDUCT**

USAID employee in the Civil Service and Foreign Service, as well as individuals employed through PSC Contract must adhere to Counter Trafficking in Persons Code of Conduct. For information on the effort to counter all forms of human trafficking, including the procurement of commercial sex acts and the use of forced labor, visit <http://www.state.gov/g/tip>. For more information about USAID, visit <http://www.usaid.gov>.

**E. BENEFITS AND ALLOWANCES:**

As a matter of policy and as appropriate, a Personnel Service Contract (PSC) is normally authorized to the benefits and allowances listed in this section.

**A. BENEFITS:**

1. Federal Insurance Contributions Act (FICA)
2. Contribution toward Health & life insurance
3. Pay Comparability Adjustment
4. Eligibility for Worker's Compensation
5. Annual Salary Increase (If Applicable)
6. Annual and Sick Leave
7. Access to Embassy medical facilities, commissary and pouch mail service as per post policy
8. Medevac Insurance

**B. ALLOWANCES (If Applicable)\*:**

1. Temporary Lodging Allowance (Section 120)
2. Living Quarters Allowance (Section 130)
3. Post Allowance (Section 220)
4. Supplemental Post Allowance (Section 230)
5. Post Differential (Chapter 500)
6. Payments during Evacuation/Authorized Departure (Section 600) and
7. Danger Pay (Section 650)
8. Education Allowance (Section 270)
9. Separate Maintenance Allowance (Section 260)

**10. Education Travel (Section 280)**

\* Standardized Regulations (Government Civilians Foreign Areas).

**C. FEDERAL TAXES:**

United States Personnel Service Contracts are not exempt from payment of Federal Income taxes under the foreign earned income exclusion.

**F. CONTRACT INFORMATION BULLETINS**

General Provisions in USAD regulations and contract.

AAPD 10-03	AIDAR, Appendix D: Implementing Benefits for same-sex domestic partners of USPSCs
AAPD 10-01	Personal Services Contracts – Changes in USG Reimbursement Amounts for Health Insurance and Physical Examination Costs
AAPD 06-12	Homeland Security Presidential Directive-12 (HSPD-12) Implementation
AAPD 06-11	Home Leave and Revised General Provision 5, Leave and Holidays
AAPD 06-10	PSC Medical expense payment responsibility
AAPD 06-08	AIDAR Appendices D and J: Using the Optional Schedule to Incrementally fund Contracts
AAPD 06-07	AIDAR, Appendix D: Contract budget, salary determination and salary increase
AAPD 06-01	Medical evacuation insurance
AAPD 05-02	Clarification of Policy for Personal Services Contracts with Anticipated Contract Performance Periods Exceeding Five (5) Years
CIB 01-10	Revision of medical clearance process – PSC with U.S. Citizens
CIB 01-07	Clarification of the extension/renewal policy regarding PSCs
CIB 01-05	Clarification of the Rest and Recuperation (R&R) Policy Regarding Third Country Nationals
CIB 00-08	Revision of Competitive Process – PSCs with U.S. Citizens
CIB 00-03	FICA & Medicare Tax Rates for Personal Services Contracts
CIB 98-23	Guidance regarding Classified Contract Security and Contractor Personnel Security Requirements
CIB 99-22	PSC Policy
CIB 98-16	Annual Salary Increase for USPSCs
CIB 98-14	Change in Required Application Form for USPSCs
CIB 98-11	Determining a Market Value for Personal Services Contractors Hired under Appendix D.
CIB 97-17	PSC's with U.S. Citizens or U.S. resident aliens
CIB 97-16	Class Justification for use of Other Than Full and Open Competition for Personal Services Contracts with U.S. Citizens Contracted with Locally, with

	CCNs and TCNs Subject to the Local Compensation Plan, and for Overseas Contracts of \$250,000 or less
CIB 96-23	Unauthorized Provision in Personal Services Contracts
CIB 94-09	Sunday Pay for U.S. Personal Services Contractors
CIB 93-17	Financial Disclosure requirements under a Personal Services Contract
CIB 89-29	Use of Government Bill of Lading for Transportation of Personal Service Contractor (PSC) Household Effects, Unaccompanied Baggage and Privately Owned Vehicles

Various Contract Information Bulletins (CIBs) and Acquisition and Assistance Policy Directives (AAPDs) pertain to Personal Services Contracts can be found at:

<http://www.usaid.gov/work-usaid/aapds-cibs>

Additionally, AIDAR Appendixes D applies to PSCs can be found at:

<http://www.usaid.gov/policy/ads/300/aidar.pdf>

#### **G. REQUIRED FORM AND DOCUMENTS FOR INITIAL CONSIDERATION:**

Interested applicants must submit the following documents or their applications may not be considered for this position:

1. U.S government AID 302-3 form which is available at the following websites:  
<https://www.usaid.gov/sites/default/files/documents/1866/a302-3.doc>
2. At current curriculum vitae (CV) or resume;
3. A minimum of three (3) references, who are not family members or relatives, with working telephone and email contacts. The applicant's references must be able to provide substantive information about his/her past performance and abilities. USAID/Afghanistan will only contact references for the finalist, and will only do so with the permission of the applicant.
4. A written statement (cover letter) that addresses the Evaluation/Selection Criteria in this solicitation.

The CV/resume must contain sufficient relevant information to evaluate the application in accordance with the stated evaluation criteria. Broad general statements that are vague or lacking specificity will not be considered as effectively addressing particular selection criteria.

#### **H. APPLYING**

All applications must be submitted electronically by e-mail with the subject line **Deputy Development Outreach and Communication Specialist (Advisor) SOL-306-16-000013/OPPD** to: [KblAIDPSCjobs@usaid.gov](mailto:KblAIDPSCjobs@usaid.gov).

Attention: USAID/Afghanistan  
Human Resources Office



**Solicitation No: SOL-306-16-000013/OPPD**

**Deputy Development Outreach and  
Communication Specialist (USPSC)**

Applicants may submit an application against this solicitation at any time but prior the closing date mentioned above unless revised. The highest ranking applications may be selected for an interview.

**Only short listed candidates will be contacted.**

**Point of Contact:**

Any questions about this solicitation may be directed to: [KblAIDHR@usaid.gov](mailto:KblAIDHR@usaid.gov).

**Note:** No in-person appointments or telephone calls will be entertained, unless you are required to have more information about this solicitation.

**Place of Performance**

USAID/Afghanistan  
U.S. Embassy  
Great Massoud Road  
Kabul, Afghanistan